



The reasons **WHY** you will **PROFIT**
by adding the **T-51 COLOR PRESS**
to your productive equipment are
so many we can only touch on them
lightly here . . .

MORE 2 COLOR PRODUCTION

AT LESS COST . . .

increased **PROFITS** just naturally
follow. Isn't that enough to make
you feel it will pay you to

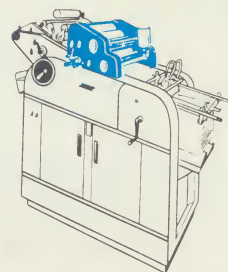
INVESTIGATE

You hold in your hand an example of the 2 color printing you can produce when you add the T-51 Color Press to your equipment. This folder was produced under normal "commercial" conditions. The two colors were printed at one time on a Multilith, saving the time ordinarily required for wash-up and with one handling of paper stock. There's a T-51 Color Press easily attached by special brackets and such attachment is done without in any way altering your

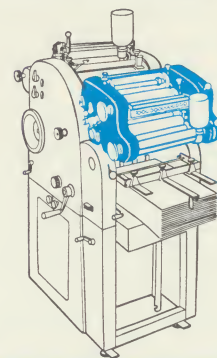
1250 Multilith
1250W Multilith
350 A. B. Dick
360 A. B. Dick

The T-51 is just as easily disengaged. While designed to complement the Multilith and A. B. Dick, the T-51 can also be run as a single color unit—giving you a standby one color press to relieve the pressure in those peak periods when additional press equipment is so important.

A COMPLETE PRINTING HEAD



Has its own inking and dampening system . . . Its plate cylinder handles any plate or master which normally runs on your Multilith or A. B. Dick . . . Basic controls are similar to your present press . . . You easily get perfect register due to a vertical adjustment of 360 degrees (or the entire length of the press), a horizontal adjustment of $\frac{1}{4}$ inch and a micro adjustment for straightening or twisting plates.



SEE OTHER SIDE FOR ANSWERS TO YOUR QUESTIONS

HERE ARE THE FACTS

You put your new T-51 press in operation without fuss or bother. You start producing two color work in half the time within a few hours after your press is delivered, and with a minimum of disruption of your production schedule.

EASY TO INSTALL

Installation is made without altering your present press in the least. No holes to be drilled. Your T-51 clamps on quickly and does not impair the accessibility of your present presses' plate, blanket or feed table.

NO SPECIAL TRAINING TO RUN

Any pressman can start to use the T-51 immediately without special instructions or training. The T-51 is simple in construction and is engineered for both convenience and speed.

PAPER MASTERS? YES!

This is important! Your T-51 will run any plate you now run on your press including paper masters. A boon to jobs where imprinting is involved.

SHEET SIZE

Since the T-51 does not come in contact with paper (only the blanket) you can run any size your press will take. The T-51 plate cylinder has the same image area as your press.

ENVELOPES AND COATED STOCK

Coated stock—even gummed labels, as well as envelopes—run just as easily as a single color on these items.

LAYS A GOOD SOLID

This folder is a practical demonstration of the kind of a solid you will produce with the T-51. Its performance on screens is also excellent. Enough said.

NO SPECIAL INKS

Since your T-51 is a complete printing head similar to your Multilith or A. B. Dick, it uses the same fountain solution for the second color.

Why not decide now to investigate—get complete details of the many ways in which the T-51, which prints two colors at the same time with perfect register, no wash-up between colors, one handling of stock, will help you pocket important savings in the production of two color work. Call, write or phone. The burden of proof is on us.

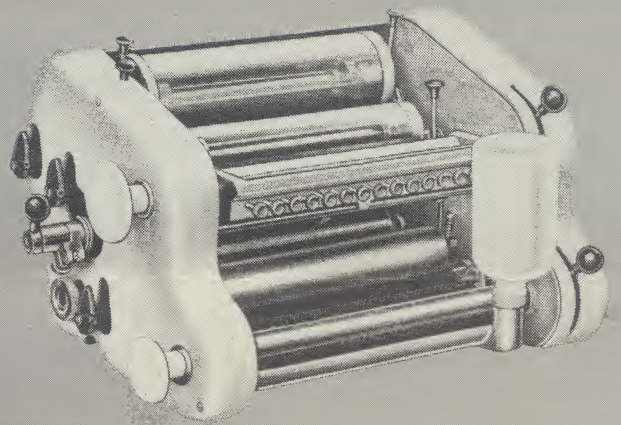
TOWNSEND INDUSTRIES, INC.
ALTOONA, IOWA

You can Produce top quality

TWO-COLOR PRINTING on your MULTILITH or A. B. DICK
ONE TIME THROUGH THE PRESS!

You can compete in price, quality and delivery of 2-color work with printers with large color presses.

The T-51 makes your Multilith or A.B.Dick an efficient 2 color press that turns out quality work at a price that meets or beats all competition.



Built-in Production Savings. Both colors are printed at the same time from one blanket. You do not feed back for the second color. Stock is handled only once. These savings are reflected in lower prices to your customers.

Attractive 2-Color Effects. With the T-51 you economically produce duotones, reverse copy, create special effects with big press quality (perfect register, clean color, solids) at prices that get the orders.

**You have
a lot
to gain**

A written description of T-51 benefits can't begin to cover all the advantages your T-51 brings you.

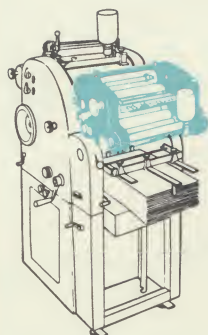
We urge you to see it for yourself at a demonstration in your plant, on a customer's job.

There is no obligation incurred when you contact one of our dealers or send your request for demonstration direct to

TOWNSEND INDUSTRIES, INC.

Altoona, Iowa

EASY TO ATTACH AND OPERATE

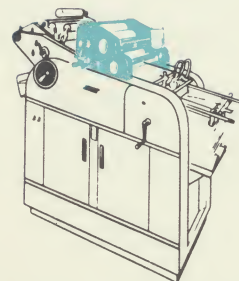


Any competent pressman can turn out superior 2-color printing on the T-51 used in combination with 1250 or 1250W Multilith and 350 or 360 A.B.Dick. No special training is needed since the controls on this auxiliary press are the same as on your present equipment.

Installing the T-51 is accomplished in less than an hour and does not require the altering of your present press in any way.

When not in use your T-51 tilts out of the way, but always in position to be re-engaged when needed.

Think what producing 2-color printing one time through the press and with one handling of paper stock can mean to you. It cuts labor costs, press time, and boosts your profits.



INCREASE

your 2-COLOR

MULTILITH or A.B. DICK

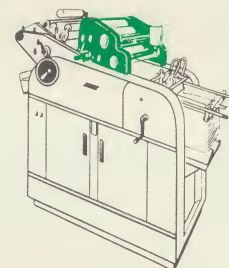
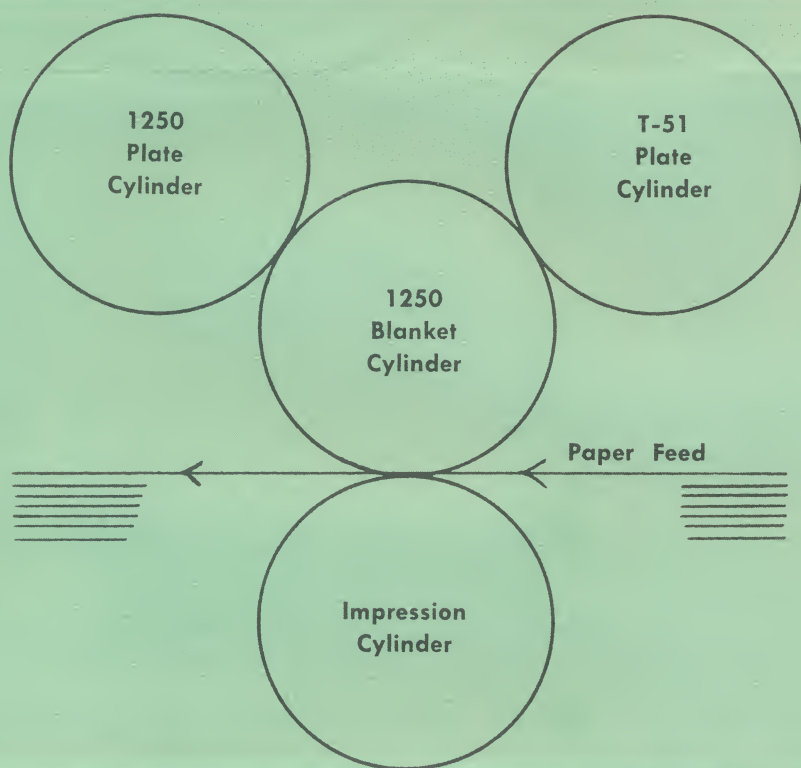
production

100%

THIS EASY WAY

BOTH COLORS OF THIS CIRCULAR WERE PRINTED AT ONE TIME ON A 1250 MULTILITH WITH T-51 ATTACHED

Below is a diagram showing how the T-51 Color Press operates in conjunction with your Multilith. Both colors are transferred to the same blanket cylinder and printed at one time. Therein lies the advantage of the T-51 Color Press—two colors from one impression, one handling of paper—resulting in money saving economy.



The T-51 auxiliary press for producing two color printing — one time through the press — is easy to put into operation and to disengage when your press is needed for one color work.

Simply tilt it back slightly and forget it.

When disengaged the T-51 does not idle—remains stationary but handy for putting into immediate action when needed.

It increases production of two color work 100%.

You get perfect register since both colors are printed simultaneously from the same blanket.

You save because set-up time is reduced.

On rush jobs there is no waiting for one color to dry before running the second.

What this DEMONSTRATION can mean to you and your profits

You complete a sharp, two color printing job in the same press time needed to produce a one color job. Or put it another way, you get a complete two color job in half the press time necessary when each color is run separately.

Add to this the elimination of wash-up between colors, but one handling of paper stock, and you can see how this auxiliary press will soon pay for itself in time saving alone.

There are many other benefits, such as meeting tighter deadlines, your ability to beat competition on two color work even when you are quoting against production on larger presses.

Also, the T-51 makes it unnecessary for you to print forms in advance in large quantities, tying up money in stored material. Simply use black ink in both the Multilith and the T-51 heads and imprint forms quickly. This saves storage space, tied up investment, and reduces waste.

Considering all of these advantages, why hesitate? Investigate.

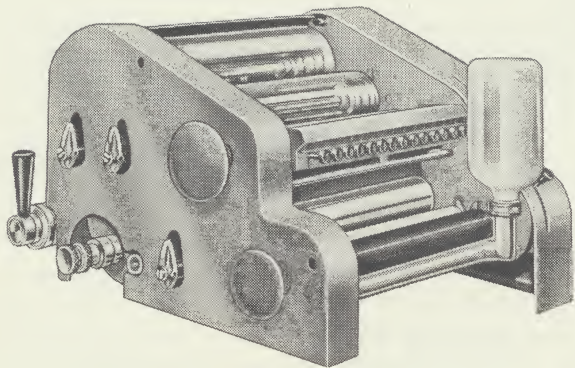
Don't overlook the quotation from an unsolicited letter recently received from a T-51 user.

You'll find it on the back panel of this folder.

Such benefits are important to you. It may be the difference between profit and loss on the two color jobs produced in your plant.

Customer satisfaction being such an important element in today's competitive market, you are able to please the most demanding customer with high quality color work at prices that meet or beat your competition.

Townsend Industries, Inc.
Altoona, Iowa



You can own and reap the benefits the T-51 will bring you without putting any undue strain on your finances. It quickly pays for itself in a saving of labor. It enables you to solicit printing jobs you had to pass up because of your inability to compete with larger press equipment. The quality of two color work you can turn out on the T-51 will hold present customers and attract new business.

There's a waiting market for fine quality, two color printing in runs from 1M to 10M. The T-51 puts you in a position to get your share.

T-51 is not just an auxiliary attachment - it is a COMPLETE PRESS with its own INKING and DAMPENING SYSTEM - can be used alone for many jobs

T-51 GIVES SHARPER IMPRESSIONS Says User

I am pleased to report to you the great satisfaction we have had with the T-51 2 color press attachment for our #1250 Multilith press.

To date our production on this press has almost doubled. In less than 2 months time we have produced 2,500,000 impressions on the press with this T-51 attachment.

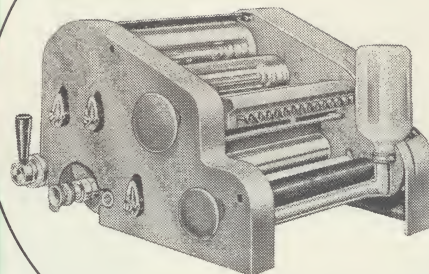
In addition to this unbelievable increase in production we also find that the press gives sharper impressions than our other Multiliths that run 1 color at a time. This I believe may be due to the fact that we are able to have better ink and water control.

We found that our operator was able to run this press with very little difficulty, and I certainly recommend this attachment to anyone who uses a Multilith for multicolor work.

Wilbur MacPhail, Manager
Handford Brown Company
Coytesville on the Hudson
New Jersey

A PRACTICAL and CONCLUSIVE DEMONSTRATION!

**Proof of
WHAT YOU CAN DO
with the
T-51 COLOR PRESS**



Deliver the
HIGH QUALITY
your customer deserves
on even the small
2 color jobs . . . show him a

2 COLOR PROOF

COMPETE

in price with
larger presses
on color printing

ELIMINATE

REGISTER GUESS WORK

cut press time
by 50% . . . **BANK**

MORE PROFITS

Investigate

T-51 2 COLOR PRESS

Models Per: Multilith 1250W A. B. Dick 350, 360

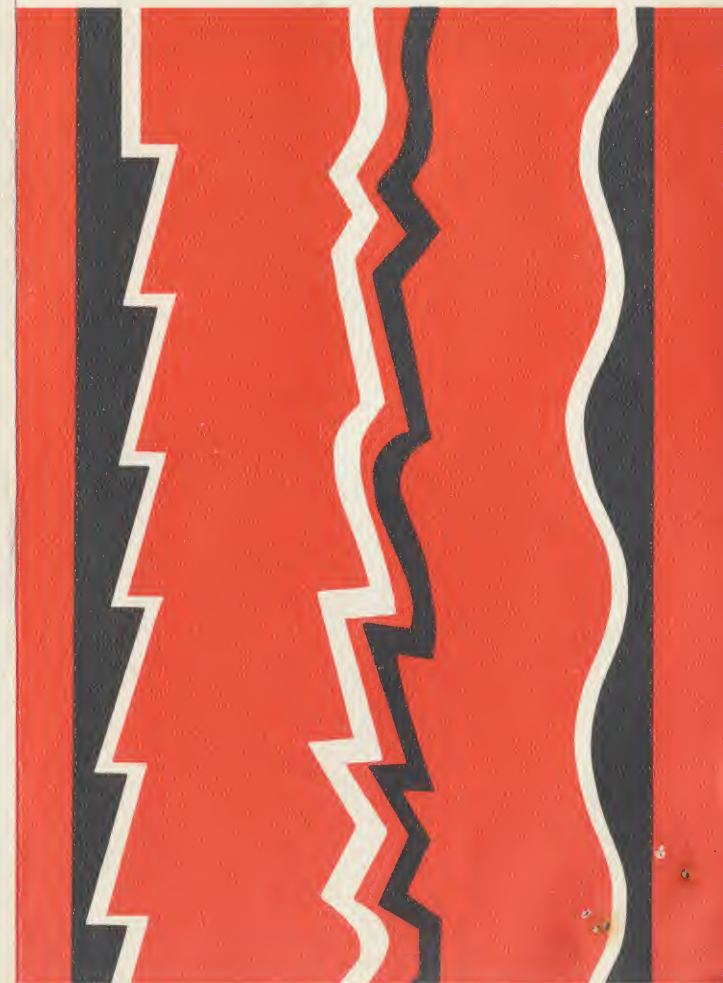
IT PRINTS 2 COLORS
AT ONE TIME
FROM ONE BLANKET

REGISTER

REGISTER

REGISTER

REGISTER



SHOW THIS TO YOUR PRESSMAN!



On this page are examples of the perfect register achieved when the T-51 is used in combination with your Multilith or A. D. Dick.

Note how butting a black solid against a color solid registers perfectly with no overlap or gap.

You can see the example below—a reverse on a two color solid—requires perfect register to avoid distorting the reversed type.

The other examples show pinpoint registration so easily produced because when the T-51 is used in combination with your present press, both colors are simultaneously transferred to paper FROM THE SAME BLANKET, leaving no margin for error.

ONE TIME THROUGH THE PRESS



One revolutionary feature of the T-51 is that the plate cylinder moves from side to side for horizontal registration instead of moving the plate on the surface of the cylinder. This allows undercutting the cylinder beyond the edges of the plate, eliminating any tracking problem along the edges of the blanket because there is literally no contact at this point.

Adjustment is simple. A micro adjustment for horizontal registration is at the operator's side below the impression handle. He can move the image a full $\frac{1}{4}$ " sidewise. And this adjustment can be made while running.

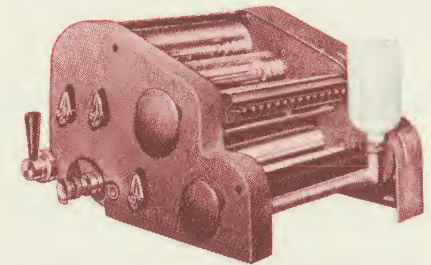
In addition, by merely turning one knob inside the cylinder the trailing edge of the plate can be moved sidewise to straighten a crooked plate into register. All moving parts are within the cylinder wall and can't get gummed up with excess ink, fountain solution or rust.

These are features a pressman appreciates because he can get perfect register with a minimum of adjustment and reduce his setup time.



TOWNSEND INDUSTRIES, INC.

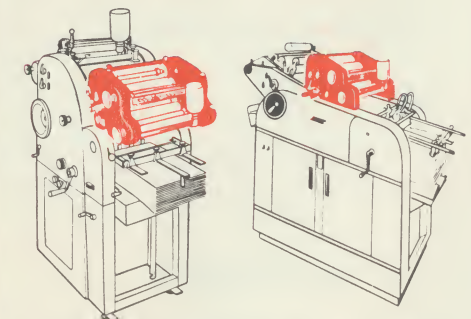
ALTOONA, IOWA



This press was engineered with the press operator's convenience in mind.

He will do better two color work in less time and with less effort when you add the T-51 to your present equipment.

The T-51 has many unusual and new features which simplify the work of the pressman and enables him to get the effects he is after with a minimum of effort.



Take the transparent rolls, for instance. They can't glaze nor strip. They clean up fast. Yet, they have tremendous ink recovery power.

Consider the jumbo oscillator which is built in as standard equipment on the T-51. An extra distributor has been added to the water system and an oversize water oscillator assures maximum control.



515 967-4261

INDUSTRIES INC.

ALTOONA, IOWA

It is plain arithmetic -

$$\underline{1000 + T-51 = 2000}$$

Perhaps this isn't the kind of arithmetic you learned in school, but it is the kind all T-51 users quickly learn - to their profit.

It means every 1000 sheets fed into your Multilith or A.B. Dick Press with the T-51 attached - equals 2000 impressions a 2 color job with one run through, one handling of paper stock.

Translated, this means 100% increase in production on every two color job.

It means also that your investment in the T-51 is paid off in jig time. It gives you greater flexibility on 2 color runs. It completes such jobs faster and reduces labor costs.

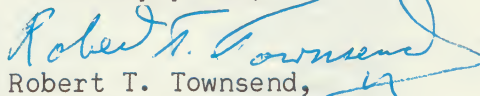
Yes, IT IS PLAIN ARITHMETIC. It is also plain good business to get better acquainted with the benefits T-51 has in store for you.

It's a foolish question to ask "Are you interested in 100% increase in production?" But it isn't foolish for you to want to know HOW it can be done.

That's what we would like to PROVE to you. We can and we will if you'll give us the opportunity. When? There is no obligation connected with your asking for PROOF.

Call, write or wire us direct or our dealer near you. You'll find our dealers listed on the back of this letter.

Cordially yours,


Robert T. Townsend,
President

Both colors printed in one pass with T-51 Color Press.

Distributors: T-51 SALES-EASTERN, INC.
340-344 Hudson St.
New York, N. Y. 10013

T-51 SOUTHWESTERN, INC.
2310 Main, Suite 107A
Houston, Texas 77002

T-51 WESTERN COMPANY
334 E. Washington Blvd.
Los Angeles 15, California

T-51 DEALERS

ALABAMA

Dixie Type & Supply Co.
930 6th Ave. No.
Birmingham, Alabama

ARIZONA

PBSW Office Equipment Center
801 West Indian School Road
Phoenix 11, Arizona

ARKANSAS

Southern Litho Supply Co.
3000 Lewis
Little Rock, Arkansas

CALIFORNIA

Barker Products, Inc.
4161 So. Main St.
Los Angeles 37, California
Leach Printers Supply Co., Inc.
419 Wall Street
Los Angeles 13, California

California Ink Company, Inc.
2908 Capitol
Sacramento 3, California

Nelson Photo Supplies
1917 Indian Street
San Diego 1, California

Gane Brothers & Lane, Inc.
121 King Street
San Francisco 7, California

A. B. Dick Co. of Northern Calif., Inc.
180 Utah Avenue
South San Francisco, California

COLORADO

Lew Wenzel & Co. of Colorado
375 Yuma
Denver 2, Colorado

CONNECTICUT

Merit Printers Supply Co.
16 Tobey Rd.
Bloomfield, Conn.

Atlas Sales Co.
849 State St.
Bridgeport, Conn.

WASHINGTON, D. C.

George R. Keller, Inc.
1228 Mt. Olivet Road, N.E.
Washington, D. C.

FLORIDA

M & F Supply Co.
2225 W. Beaver St.
Jacksonville, Florida

M & F Supply Co.
P.O. Box 155, Buena Vista Sta.
Miami 37, Florida

GEORGIA

M & F Supply Company
220 Luckie St., N.W.
Atlanta, Georgia

ILLINOIS

Paxtons, Inc.
207 E. Washington St.
Bloomington, Illinois

Hanley Manufacturing Co.
411-415 So. Wells St.
Chicago, Illinois

E. G. Ryan & Co.
416 W. Ontario St.
Chicago, Illinois

Delcoe Equipment, Inc.
526 7th Street
Rockford, Illinois

Mr. Arch Oldham
2208 So. Holmes St.
Springfield, Illinois

INDIANA

Offset Service & Supply Co.
100 Madison Ave.
Evansville, Indiana

Modern Photo Offset Supply
1032 E. Washington St.
Indianapolis, Indiana

IOWA

A. B. Dick Products Co. of Des Moines
1206 Grand
Des Moines, Iowa
Jones Machinery Co.
2431 Dean Ave.
Des Moines, Iowa
Reeves Plate Service
1020 Locust Street (Rear)
Des Moines, Iowa

KANSAS

Lawrence Photo Supply, Inc.
P.O. Box 2057 - 802 W. 2nd St.
Wichita 1, Kansas

KENTUCKY

The Lang Company
1244 So. 3rd St.
Louisville, Kentucky

Reliable Litho
929 So. 7th St.
Louisville, Kentucky

LOUISIANA

A. B. Dick Company of Louisiana
1534A N. Foster Dr.
Baton Rouge, Louisiana

Sograph, Inc.
2978 Government St.
Baton Rouge, Louisiana

A. B. Dick Company
2600 Ridgelake Drive
Metairie, Louisiana

Printers Supply Mart
601 Magazine St.
New Orleans, Louisiana

Ark-La-Tex Graphic Supply
1163 Texas Avenue
Shreveport, Louisiana

A. B. Dick Co. of Louisiana
1708 Fairfield Ave., P.O. Box 211
Shreveport, Louisiana

MAINE

Northeast Composition Co.
29-31 Exchange St.
Portland, Maine

MARYLAND

Bowden Graphic Arts Supply
4121 Primrose Ave.
Baltimore, Maryland

John H. Burke & Co., Inc.
125 E. Montgomery St.
Baltimore, Maryland

George R. Keller, Inc.
36 E. 25th St.
Baltimore, Maryland

MASSACHUSETTS

Zimmer Printers Supply of New England
9 Melcher Street
Boston, Massachusetts

Wild & Stevens, Inc.
45 Industrial Place
Newton Upper Falls, Mass.

Northeast Business Equipment
19 Holmberg Road
Weymouth, Massachusetts

A. B. Dick Products Co of Worcester, Inc.
860 Main Street
Worcester, Massachusetts

MICHIGAN

Ceplads, Inc.
18460 W. McNichols Rd.
Detroit, Michigan

Newhouse Printers Supply Co.
1335 Ravine Rd.
Kalamazoo, Michigan

Ash Litho Supply Co.
908 N. Capitol Ave.
Lansing, Michigan

Tompkins Printers Equipment
1040 W. Grand Blvd.
Detroit, Michigan

Typewriter Exchange
111 W. 1st Ave.
Flint, Michigan

MINNESOTA

Crook & Hanley, Inc.
2850 Hiawatha
Minneapolis 7, Minnesota

Perfection Type, Inc.
2716 Nicollet Avenue
Minneapolis 8, Minnesota

MISSISSIPPI

The Office Supply Co.
P.O. Box 965
Jackson, Mississippi

Standard Graphic Supply
415 So. President St.
Jackson, Mississippi

McComb Stationery Co., Inc.
208 State St.
McComb, Mississippi

MISSOURI

J. F. Tapp Company
1521 McGee Street
Kansas City 8, Mo.

Wenzel Graphics, Inc.
810 Baltimore
Kansas City, Missouri

E. A. Berg Company
7 South Vandeventer
St. Louis 8, Missouri

Gane Brothers & Lane Company
4115 Forest Park Blvd.
St. Louis, Missouri

D. L. Teghtmeyer
216 West Pershing
Springfield, Missouri

NEBRASKA

Western Paper Company
2005 Y St. - P.O. Box 447
Lincoln, Nebraska

NEW JERSEY

R. H. Frohock Company
2 Fellowship Rd.
Cherry Hill, New Jersey

David Z. Roth & Co.
1235 Main Street
Clifton, New Jersey

Globe Printers Supply
407 Mulberry St.
Newark, New Jersey

Phillips & Jacobs
1423 E. Elizabeth Ave.
Linden, New Jersey

A. R. Meeker Company
12 Edison Place
Springfield, New Jersey

NEW MEXICO

Photo Graphic Suppliers, Inc.
3417 Central, N.E.
Albuquerque, New Mexico

NEW YORK

A. B. Dick Company
318 Broadway
Albany, New York

Copy Products, Inc.
27 Huron St.
Buffalo, New York

A. B. Dick Company
371 Central Avenue
Hartsdale, New York

A. B. Dick Company
485 Lexington Avenue
New York, N. Y.

Roll-O-Graphic Corp.
340-344 Hudson St.
New York, N. Y.

Zimmer Printers Supply Co.
72 Beekman Street
New York, N. Y.

Alan Dietch Printing Equipment
1320 Ridge Rd., E.
Rochester, New York

NORTH CAROLINA

George R. Keller, Inc.
3108 W. Griffith St.
Charlotte, North Carolina

Young-Phillips Sales
134 Spruce St., N.W.
Winston-Salem, North Carolina

OHIO

Graphic Arts Products
228 E. 8th Street
Cincinnati, Ohio

Midwest Printers Supply
1209 Sycamore St.
Cincinnati, Ohio

Caxton Printers Supply
Caxton Building
Cleveland, Ohio

Cleveland Printing Ink
1444 Hamilton Ave.
Cleveland, Ohio

Graphic Arts Products
1227 W. 19th St.
Cleveland, Ohio

Turner Equipment, Inc.
6510 Euclid Ave.
Cleveland, Ohio

Columbus Graphic Supply
1404 W. 3rd Ave.
Columbus, Ohio

The Murphy Company
550 So. High St.
Columbus, Ohio

Duplicating Machine Co.
136 Woodruff St.
Toledo, Ohio

Toledo Lithographing & Plate Co.
714 Washington Street
Toledo, Ohio

OKLAHOMA

Brown Litho Service & Supply
1405 South Walker
Oklahoma City, Oklahoma

Charles T. Clark Co.
1122 South Cheyenne
Tulsa, Oklahoma

Lew Wenzel & Company
520 South Peoria
Tulsa, Oklahoma

OREGON

Duplicating Products, Inc.
1806 N. W. Kearney
Portland, Oregon

Reproduction Products Co.
1853 S.W. Jefferson
Portland 1, Oregon

PENNSYLVANIA

J. W. Durham Company
2213 Lincoln Hwy E.
Lancaster, Pa.

Franklin Printers Supply Co.
150 No. 6th St.
Philadelphia, Pa.

M & L Offset Supplies & Service
1512-14 Callowhill St.
Philadelphia, Pa.

Phillips & Jacobs
417 N. 8th St.
Philadelphia, Pa.

Joseph Genstein Graphic Arts Supplies & Equipment
2001 4th Ave.
Pittsburgh, Pennsylvania

John H. Burke & Co., Inc.
928 E. Market Street
York, Pennsylvania

SOUTH CAROLINA

R. L. Bryan
1440 Main Street
Columbia, S. C.

TENNESSEE

Denning Brothers
511 Cherry St.
Chattanooga 1, Tenn.

A. B. Dick Company of Knoxville
4817 Broadway, N.E.
Knoxville 8, Tenn.

Betz Offset Supply, Inc.
700 Madison Ave.
Memphis, Tenn.

Dury Graphic Material
309 11th Ave., So.
Nashville, Tenn.

K. G. Rucker Company
1629 Church St.
Nashville, Tenn.

TEXAS

Thompson Litho Supply Co.
(Div. of S.W. Printing Ink Co.)
1611 Interregional
Austin, Texas

Albert Ladymon Company
1513 Corinth St.
Dallas, Texas

Lew Wenzel & Company
1700 Levee
Dallas, Tex.

Norton Bros., Inc.
215 East Yandell
El Paso, Texas

Photo Graphic Suppliers, Inc.
113 East Main Drive
El Paso, Texas

L. H. Kelley Company
3219 Milam Avenue
Houston, Texas

Lew Wenzel & Co.
712 West Gray
Houston, Texas

Wilson Stationery & Printing Co.
500 Fannin
Houston 2, Texas

Southwest Printing Ink Co.
1602 PanAm Expressway, North
San Antonio, Texas

Curry Office Supply Co.
611 Washington
Waco, Texas

UTAH

California Ink Company, Inc.
2490 South 8th West Street
Salt Lake City 10, Utah

Western Newspaper Union
126 Pierpont Avenue
Salt Lake City, Utah

VIRGINIA

Dave Leitch
4302 Forest Lane
McLean, Va.

Commonwealth Supply Co.
1303 W. Main St.
Richmond, Va.

WEST VIRGINIA

Litho Sales & Service
P.O. Box 6669
Charleston, West Virginia

WISCONSIN

Printers Rule & Supply Company
3747 N. Booth St.
Milwaukee 12, Wisconsin

CANADA

Macfarlane, Payne Ink & Supply Co., Ltd.
265 Vitre Street, West
Montreal 1, Que., Canada

Macfarlane, Payne Ink & Supply Co., Ltd.
63 Wellington Street, West
Toronto 1, Ont., Canada



515 967-4261

INDUSTRIES INC.

ALTOONA, IOWA

"Print up 5,000
same as last time!"

When a customer tells you this - he gives you an opportunity to be of extra service to him.

If the job is one that will look better or do its job better printed on two colors, suggest it be printed that way. Explain there is only a slight charge for the second color.

You can do these little favors for your customers without sacrificing a penny of your profit - when you are equipped with the T-51 auxiliary press described on the attached folder.

Think what this means as a goodwill builder. Think what it means in competition with another printer who must run two color jobs twice through the press.

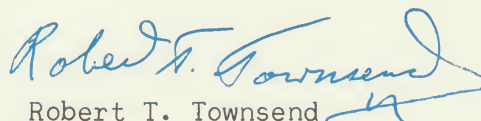
Owning a T-51 is easy. Most printers find it a self-liquidating investment. Its cost is easily paid off from the profits on 2 color printing jobs they get because they can offer prospects and customers lower prices.

For several months we've been telling you how
T-51 increases your income. Don't you think it
worth a few moments of your time to investigate
its possibilities? A demonstration places you
under no obligation.

Call or write our dealer nearest to you. His name and address are on the enclosed dealer list. If you prefer, get in touch with me personally and I'll make all arrangements.

I promise you'll be profitably pleased when you get all the facts.

Cordially yours,


Robert T. Townsend
President

Distributors: T-51 SALES-EASTERN, INC.
340-344 Hudson St.
New York, N. Y. 10013

T-51 SOUTHWESTERN, INC.
2310 Main, Suite 107A
Houston, Texas 77002

T-51 WESTERN COMPANY
334 E. Washington Blvd.
Los Angeles 15, California



515 967-4261

INDUSTRIES INC.

ALTOONA, IOWA

Your 1250 Multilith Becomes
A TWO COLOR PRESS
in a Matter of Minutes!

We've been telling you about the T-51 color press - inviting you to help yourself to the increased production it will give you - without any sacrifice of quality.

The appeal the T-51 has for commercial printers, lettershops and private printing plants is based on a very real benefit.

The attached folder is a practical demonstration of what we've been talking about.

Show it to your pressman. Get his opinion. He'll appreciate it especially at those peak load periods when promise dates bug him - when there doesn't seem to be enough hours in the day to get done what must be done.

He'll like printing 2 colors at one time with one handling of paper stock. He'll like the way he can double production on two color jobs.

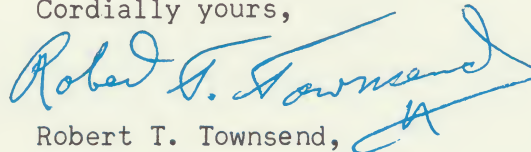
Of equal importance - you'll be pleased with the way your production costs go down once you start using the T-51.

There are many short cuts in printing but most of them are used at a sacrifice of quality. Not so with the T-51. It gives you more production and high quality.

This is not just "sales talk". Look over the attached folder. It was printed on a 1250 Multilith** combined with the T-51.

We hope the proof we've been able to give you in this one mailing will encourage you to consider the advantage of the T-51 - that you'll start reaping the benefits, the increased production, and take steps to cut the cost of your printing by writing or calling us direct. Or, if you prefer, get in touch with one of our distributors or dealers.

Cordially yours,


Robert T. Townsend,
President

** A T-51 is available for 1250 and 1250W Multilith, and for Model 350 and 360 A.B. Dick.

Distributors: T-51 SALES-EASTERN, INC.
340-344 Hudson St.
New York, N. Y. 10013

T-51 SOUTHWESTERN, INC.
2310 Main, Suite 107A
Houston, Texas 77002

T-51 WESTERN COMPANY
334 E. Washington Blvd.
Los Angeles 15, California



515 967-4261

INDUSTRIES INC.

ALTOONA, IOWA

Perfect Register
is Built into your
Multilith and T-51 Combination

There's no way to go wrong on register when you produce two color printing on the Multilith - T-51 combination.

The reason is obvious - both colors are printed at the same time from the same blanket.

The first sheet through registers perfectly. No fooling around. No readjusting. No taking several "proofs" to make sure a job registers.

Such "automatic hairline register" saves set-up time. Keeps costs low.

The T-51 adds versatility to your equipment. It can be used as a single color press. You can revert to a single color press by merely disengaging the T-51 WITHOUT REMOVING IT.

You can do a wide variety of jobs, such as duotones, reverse copy, get special effects not possible on your present equipment.

As I read this over I realize we have made many "claims", and we would like to prove them all to your complete satisfaction.

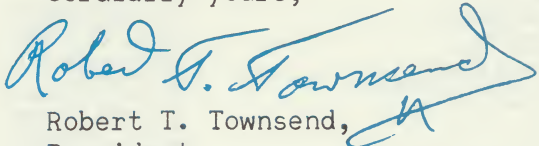
You can own a T-51 more easily than you may think. First, we'd like to prove that what we've had to say about the T-51 are facts. Then, we'd like to show you how easily you can own this color press - perhaps even pay for it out of the savings it makes for you from the first day you put it into operation.

Everything we've told you is based on the results T-51 is producing. Now we'd like to show you HOW and WHY you're losing money every day you are without your own T-51.

When can we get together?

Both colors printed in one pass with T-51 Color Press.

Cordially yours,


Robert T. Townsend,
President

Distributors: T-51 SALES-EASTERN, INC.
340-344 Hudson St.
New York, N. Y. 10013

T-51 SOUTHWESTERN, INC.
2310 Main, Suite 107A
Houston, Texas 77002

T-51 WESTERN COMPANY
334 E. Washington Blvd.
Los Angeles 15, California

T-51 DEALERS

ALABAMA

Dixie Type & Supply Co.
930 6th Ave. No.
Birmingham, Alabama

ARIZONA

PBSW Office Equipment Center
801 West Indian School Road
Phoenix 11, Arizona

ARKANSAS

Southern Litho Supply Co.
3000 Lewis
Little Rock, Arkansas

CALIFORNIA

Barker Products, Inc.
4161 So. Main St.
Los Angeles 37, California

Leach Printers Supply Co., Inc.
419 Wall Street
Los Angeles 13, California

California Ink Company, Inc.
2908 Capitol
Sacramento 3, California

Nelson Photo Supplies
1917 Indian Street
San Diego 1, California

Gane Brothers & Lane, Inc.
121 King Street
San Francisco 7, California

A. B. Dick Co. of Northern Calif., Inc.
180 Utah Avenue
South San Francisco, California

COLORADO

Lew Wenzel & Co. of Colorado
375 Yuma
Denver 2, Colorado

CONNECTICUT

Merit Printers Supply Co.
16 Tobey Rd.
Bloomfield, Conn.

Atlas Sales Co.
849 State St.
Bridgeport, Conn.

WASHINGTON, D. C.

George R. Keller, Inc.
1228 Mt. Olivet Road, N.E.
Washington, D. C.

FLORIDA

M & F Supply Co.
2225 W. Beaver St.
Jacksonville, Florida

M & F Supply Co.
P.O. Box 155, Buena Vista Sta.
Miami 37, Florida

GEORGIA

M & F Supply Company
220 Luckie St., N.W.
Atlanta, Georgia

ILLINOIS

Paxtons, Inc.
207 E. Washington St.
Bloomington, Illinois

Hanley Manufacturing Co.
411-415 So. Wells St.
Chicago, Illinois

E. G. Ryan & Co.
416 W. Ontario St.
Chicago, Illinois

Delcoe Equipment, Inc.
526 7th Street
Rockford, Illinois

Mr. Arch Oldham
2208 So. Holmes St.
Springfield, Illinois

INDIANA

Offset Service & Supply Co.
100 Madison Ave.
Evansville, Indiana

Modern Photo Offset Supply
1032 E. Washington St.
Indianapolis, Indiana

IOWA

A. B. Dick Products Co. of Des Moines
1206 Grand
Des Moines, Iowa

Jones Machinery Co.
2431 Dean Ave.
Des Moines, Iowa

Reeves Plate Service
1020 Locust Street (Rear)
Des Moines, Iowa

KANSAS

Lawrence Photo Supply, Inc.
P.O. Box 2057 - 802 W. 2nd St.
Wichita 1, Kansas

KENTUCKY

The Lang Company
1244 So. 3rd St.
Louisville, Kentucky

Reliable Litho
929 So. 7th St.
Louisville, Kentucky

LOUISIANA

A. B. Dick Company of Louisiana
1534A N. Foster Dr.
Baton Rouge, Louisiana

Sograph, Inc.
2978 Government St.
Baton Rouge, Louisiana

A. B. Dick Company
2600 Ridgeland Drive
Metairie, Louisiana

Printers Supply Mart
601 Magazine St.
New Orleans, Louisiana

Ark-La-Tex Graphic Supply
1163 Texas Avenue
Shreveport, Louisiana

A. B. Dick Co. of Louisiana
1708 Fairfield Ave., P.O. Box 211
Shreveport, Louisiana

MAINE

Northeast Composition Co.
29-31 Exchange St.
Portland, Maine

MARYLAND

Bowden Graphic Arts Supply
4121 Primrose Ave.
Baltimore, Maryland

John H. Burke & Co., Inc.
125 E. Montgomery St.
Baltimore, Maryland

George R. Keller, Inc.
36 E. 25th St.
Baltimore, Maryland

MASSACHUSETTS

Zimmer Printers Supply of New England
9 Melcher Street
Boston, Massachusetts

Wild & Stevens, Inc.
45 Industrial Place
Newton Upper Falls, Mass.

Northeast Business Equipment
19 Holmberg Road
Weymouth, Massachusetts

A. B. Dick Products Co of Worcester, Inc.
860 Main Street
Worcester, Massachusetts

MICHIGAN

Ceplads, Inc.
18460 W. McNichols Rd.
Detroit, Michigan

Newhouse Printers Supply Co.
1335 Ravine Rd.
Kalamazoo, Michigan

Ash Litho Supply Co.
908 N. Capitol Ave.
Lansing, Michigan

Tompkins Printers Equipment
1040 W. Grand Blvd.
Detroit, Michigan

Typewriter Exchange
111 W. 1st Ave.
Flint, Michigan

MINNESOTA

Crook & Hanley, Inc.
2850 Hiawatha
Minneapolis 7, Minnesota

Perfection Type, Inc.
2716 Nicollet Avenue
Minneapolis 8, Minnesota

MISSISSIPPI

The Office Supply Co.
P.O. Box 965
Jackson, Mississippi

Standard Graphic Supply
415 So. President St.
Jackson, Mississippi

McComb Stationery Co., Inc.
208 State St.
McComb, Mississippi

MISSOURI

J. F. Tapp Company
1521 McGee Street
Kansas City 8, Mo.

Wenzel Graphics, Inc.
810 Baltimore
Kansas City, Missouri

E. A. Berg Company
7 South Vandeventer
St. Louis 8, Missouri

Gane Brothers & Lane Company
4115 Forest Park Blvd.
St. Louis, Missouri

D. L. Teghtmeyer
216 West Pershing
Springfield, Missouri

NEBRASKA

Western Paper Company
2005 Y St. - P.O. Box 447
Lincoln, Nebraska

NEW JERSEY

R. H. Frohock Company
2 Fellowship Rd.
Cherry Hill, New Jersey

David Z. Roth & Co.
1235 Main Street
Clifton, New Jersey

Globe Printers Supply
407 Mulberry St.
Newark, New Jersey

Phillips & Jacobs
1423 E. Elizabeth Ave.
Linden, New Jersey

A. R. Meeker Company
12 Edison Place
Springfield, New Jersey

NEW MEXICO

Photo Graphic Suppliers, Inc.
3417 Central, N.E.
Albuquerque, New Mexico

NEW YORK

A. B. Dick Company
318 Broadway
Albany, New York

Copy Products, Inc.
27 Huron St.
Buffalo, New York

A. B. Dick Company
371 Central Avenue
Hartsdale, New York

A. B. Dick Company
485 Lexington Avenue
New York, N. Y.

Roll-O-Graphic Corp.
340-344 Hudson St.
New York, N. Y.

Zimmer Printers Supply Co.
72 Beekman Street
New York, N. Y.

Alan Dietch Printing Equipment
1320 Ridge Rd., E.
Rochester, New York

NORTH CAROLINA

George R. Keller, Inc.
3108 W. Griffith St.
Charlotte, North Carolina

Young-Phillips Sales
134 Spruce St., N.W.
Winston-Salem, North Carolina

OHIO

Graphic Arts Products
228 E. 8th Street
Cincinnati, Ohio

Midwest Printers Supply
1209 Sycamore St.
Cincinnati, Ohio

Caxton Printers Supply
Caxton Building
Cleveland, Ohio

Cleveland Printing Ink
1444 Hamilton Ave.
Cleveland, Ohio

Graphic Arts Products
1227 W. 19th St.
Cleveland, Ohio

Turner Equipment, Inc.
6510 Euclid Ave.
Cleveland, Ohio

Columbus Graphic Supply
1404 W. 3rd Ave.
Columbus, Ohio

The Murphy Company
550 So. High St.
Columbus, Ohio

Duplicating Machine Co.
136 Woodruff St.
Toledo, Ohio

Toledo Lithographing & Plate Co.
714 Washington Street
Toledo, Ohio

OKLAHOMA

Brown Litho Service & Supply
1405 South Walker
Oklahoma City, Oklahoma

Charles T. Clark Co.
1122 South Cheyenne
Tulsa, Oklahoma

Lew Wenzel & Company
520 South Peoria
Tulsa, Oklahoma

OREGON

Duplicating Products, Inc.
1806 N. W. Kearney
Portland, Oregon

Reproduction Products Co.
1853 S.W. Jefferson
Portland 1, Oregon

PENNSYLVANIA

J. W. Durham Company
2213 Lincoln Hwy E.
Lancaster, Pa.

Franklin Printers Supply Co.
150 No. 6th St.
Philadelphia, Pa.

M & L Offset Supplies & Service
1512-14 Callowhill St.
Philadelphia, Pa.

Phillips & Jacobs
417 N. 8th St.
Philadelphia, Pa.

Joseph Genstein Graphic Arts Supplies & Equipment
2001 7th Ave.
Pittsburgh, Pennsylvania

John H. Burke & Co., Inc.
928 E. Market Street
York, Pennsylvania

SOUTH CAROLINA

R. L. Bryan
1440 Main Street
Columbia, S. C.

TENNESSEE

Denning Brothers
511 Cherry St.
Chattanooga 1, Tenn.

A. B. Dick Company of Knoxville
4817 Broadway, N.E.
Knoxville 8, Tenn.

Betz Offset Supply, Inc.
700 Madison Ave.
Memphis, Tenn.

Dury Graphic Material
309 11th Ave., So.
Nashville, Tenn.

K. G. Rucker Company
1629 Church St.
Nashville, Tenn.

TEXAS

Thompson Litho Supply Co.
(Div. of S.W. Printing Ink Co.)
1611 Interregional
Austin, Texas

Albert Ladymon Company
1513 Corinth St.
Dallas, Texas

Lew Wenzel & Company
1700 Levee
Dallas, Tex.

Norton Bros., Inc.
215 East Yandell
El Paso, Texas

Photo Graphic Suppliers, Inc.
113 East Main Drive
El Paso, Texas

L. H. Kelley Company
3219 Milam Avenue
Houston, Texas

Lew Wenzel & Co.
712 West Gray
Houston, Texas

Wilson Stationery & Printing Co.
500 Fannin
Houston 2, Texas

Southwest Printing Ink Co.
1602 PanAm Expressway, North
San Antonio, Texas

Curry Office Supply Co.
611 Washington
Waco, Texas

UTAH

California Ink Company, Inc.
2490 South 8th West Street
Salt Lake City 10, Utah

Western Newspaper Union
126 Pierpont Avenue
Salt Lake City, Utah

VIRGINIA

Dave Leitch
4302 Forest Lane
McLean, Va.

Commonwealth Supply Co.
1303 W. Main St.
Richmond, Va.

WEST VIRGINIA

Litho Sales & Service
P.O. Box 6669
Charleston, West Virginia

WISCONSIN

Printers Rule & Supply Company
3747 N. Booth St.
Milwaukee 12, Wisconsin

CANADA

Macfarlane, Payne Ink & Supply Co., Ltd.
265 Vitre Street, West
Montreal 1, Que., Canada

Macfarlane, Payne Ink & Supply Co., Ltd.
63 Wellington Street, West
Toronto 1, Ont., Canada

ADDITIONAL T-51 DEALERS

ALABAMA

A.B. Dick Company of Alabama, Inc.
20 South 20th St.
Birmingham 3, Ala.

A. B. Dick Company of Alabama, Inc.
630 South Decatur Street
Montgomery 4, Ala.

Barnett Mimeograph, Inc.
50-52 South Hamilton St.
Mobile 14, Ala.

FLORIDA

Theis Duplicating Products, Inc.
1445 Montana Ave. - P.O. Box 10065
Jacksonville 7, Florida

Hill Company of Florida
2223 N.W. 26th Ave.
Miami 52, Florida

Orlando Office Supply Company
2900 East Robinson Ave.
Orlando, Florida

The Ellis Mimeograph Company, Inc.
414-416 East Wright St.
Pensacola, Florida

A.B. Dick Products Company of Tallahassee, Inc.
1318 South Adams Street
Tallahassee, Florida

The H. B. Richardson Co.
114 South Jefferson St. - P.O. Box 1364
Tampa 1, Florida

Halsey & Griffith, Inc.
313-17 Datura St.
West Palm Beach, Florida

ILLINOIS

Maginn Office Equipment Company
606 South Sixth Street
Champaign, Illinois

The Ray Defenbaugh Company
607 Main Street
Peoria, Illinois

INDIANA

Allen & Lounsbury, Inc.
634 N. College Avenue
Indianapolis 2, Indiana

KENTUCKY

The Lang Company - Lexington
1030 New Circle Road, N.E.
Lexington, Kentucky

The Lang Co. - Bowling Green
1828 Russellville Rd.
Bowling Green

LOUISIANA

Cooley Printers & Lithographers
403 Hudson Lane
Monroe Louisiana

MARYLAND

A. B. Dick Company
4601 York Road
Baltimore, Maryland

MARYLAND

The Marquis Company
128 Bedford St., P.O. Box 1106
Cumberland, Maryland

The Marquis Company
801 S. Potomac St., P.O. Box 505
Hagerstown, Maryland

MICHIGAN

A.B. Dick Company of Detroit, Inc.
3100 E. Jefferson Ave., P.O. Box 779
Detroit 32, Michigan

Typewriter Exchange
113 South Baum St.
Saginaw, Michigan

Typewriter Exchange
Fifth & Saginaw St.
Bay City, Michigan

A.B. Dick Products Co. of Grand Rapids
1846 Division Ave., S.
Grand Rapids 7, Michigan

A.B. Dick Products Co. of Grand Rapids
384 East Larch Avenue
Muskegon, Michigan

H. C. Berger Company
433 N. Grand Avenue
Lansing 30, Michigan

H. C. Berger Company
826 Portage Avenue
Kalamazoo, Michigan

MISSISSIPPI

The Office Supply Company
512 Main Street
Columbus, Mississippi

The Office Supply Company
640 Washington Ave., P.O. Box 159
Greenville, Mississippi

The Office Supply Company
2505 14th Street
Gulfport, Mississippi

The Office Supply Company of Laurel
136 Beacon St., Gardiner Center
Laurel, Mississippi

The Office Supply Company
Box 151
Vicksburg, Mississippi

M-L Business Machines
87 St. Catherine St., P.O. Box 1292
Natchez, Mississippi

Printing & Supplies Company
2206 Fourth Street
Meridian, Mississippi

MISSOURI

A.B. Dick Products Company of St. Louis, Inc.
2121 Hampton Avenue
St. Louis 10, Missouri

NEW JERSEY

Duplicating Products of Trenton, Inc.
1604 Pennington Road
Trenton 8, New Jersey

NEW YORK

Duplicating Products Company
219 Main Street
Binghamton, N.Y.

A.B. Dick Company, Inc.
842 Kenmore Ave.
Buffalo 23, N.Y.

Duplicating Products Company
335 East Water Street
Elmira, New York

James B. Schwab Company, Inc.
223 West Main Street
Falconer, N.Y.

Chester Satz Company, Inc.
53 Market Street
Poughkeepsie, N.Y.

Chester Satz Company, Inc.
256 Clinton Avenue
Kingston, New York

Duplicating products Co. of Rochester
460 So. Clinton Avenue
Rochester 20, N.Y.

J. P. Driscoll, Inc.
116 South Long Beach Road
Rockville Centre, L.I., N.Y.

Duplicating Products, Inc.
2716 Erie Boulevard East
Syracuse 3, N.Y.

Duplicating Products, Inc.
401 E. State Street
Ithaca, N.Y.

OKLAHOMA

Associated Sales & Service
1001 E. Independence
Tulsa, Oklahoma

SOUTH CAROLINA

The R. L. Bryan Company
181 Calhoun Street
Charleston, South Carolina

TENNESSEE

A.B. Dick Products Company of Memphis
627 Monroe Street
Memphis 3, Tennessee

TEXAS

Curry Office Supply
203 E. Wall Street
Midland, Texas

Southwest Photo Supply Company
403 Avenue "E"
San Antonio, Texas

VIRGINIA

A. B. Dick Company
3608 Tidewater Dr., P.O. Box 456
Norfolk 9, Virginia

Mauck & Company
717 West Main Street
Richmond 3, Virginia